GLOBAL CAD

SUSTAINABLE CITIES

Fostering prosperity for all

Photo: Adobe Stock

ABOUT GLOBALCAD

THE CENTRE OF PARTNERSHIPS FOR DEVELOPMENT

GlobalCAD, the **Centre of Partnerships for Development**, was established in 2006 and, through the years, it has formed a global network of experts specialised in fields related to human and sustainable development. These experts share the conviction that partnerships are essential if innovative and sustainable solutions for improved development are to be realised.

GlobalCAD collaborates with a number of multilateral organisations (such as the European Union, The World Bank Group, the InterAmerican Development Bank, UN Women, UNDP, UNIDO, UNDSD, UNEP, UNFPA and UNICEF, among others), bilateral organisations and governments (such as GIZ, NORAD, SIDA, ACCD, AECID), private sector companies and foundations (Kellogg, C&A) as well as Non-Governmental Organisations across all continents.

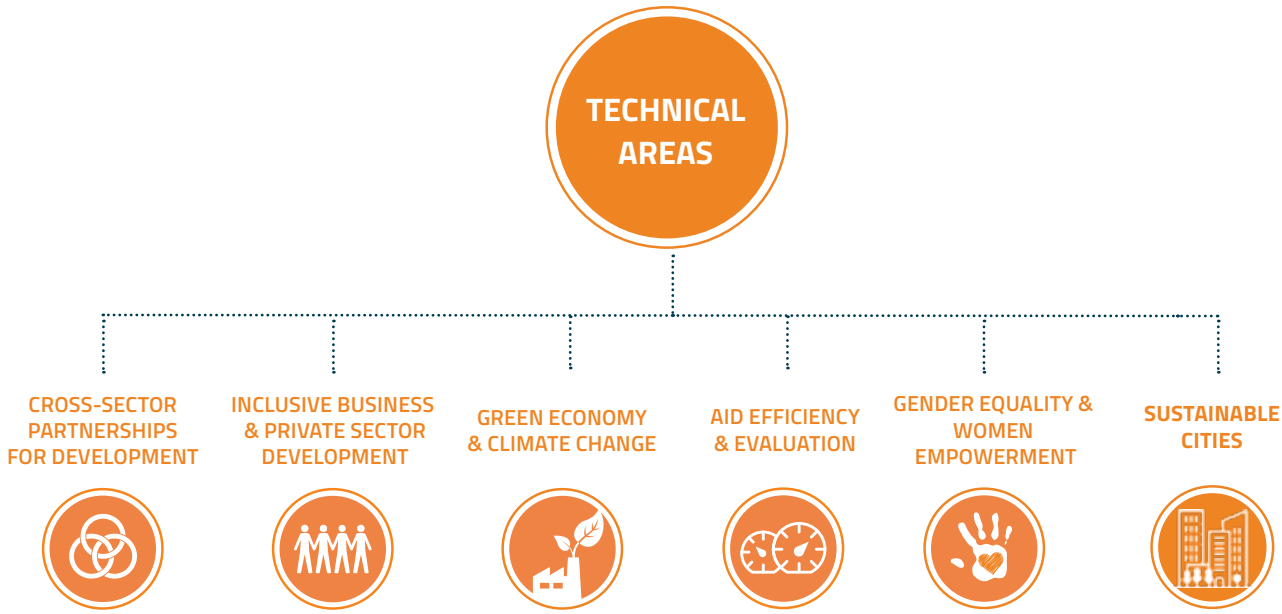
OUR VISION

Our vision is to transform societies towards a more sustainable and inclusive world.

OUR MISSION

At GlobalCAD, we are agents of change. We generate knowledge and innovative solutions with those who want to create social impact. We do this through partnership development, applied research, capacity building and strategic advice.

GlobalCAD offers **research, training and consultancy** services in the following **technical areas:**



AN INTEGRATED APPROACH TO A SUSTAINABLE CITY

Photo: Fanny Fourestier

By 2050, about 2/3 of the world's population will live in urban settlements, counting more than 6 billion people living in the burgeoning atmosphere of urbanized areas. Unfortunately, urbanization comes with costs. Noise and congestion are two of the most pressing issues faced by cities. In many Asian nations, for instance, losses from traffic-related congestion amount up to 5% of gross domestic product (GDP).

Cities are also responsible for around two thirds of global energy consumption, and for over 70% of CO2 emissions, which is projected to grow in the coming decades along with increasing urbanization and population growth.

> "PLANNING FOR SPATIAL, SOCIAL AND ECONOMIC INCLUSION OF ALL URBAN RESIDENTS IS ESSENTIAL FOR AN EQUITABLE AND SUSTAINABLE GROWTH AND THE CREATION OF RESILIENT CITIES."

The situation is particularly worrisome when rapid growth is not accompanied by good planning and efficient use of natural resources. Already today, every third urban resident lives in slums with inadequate services and forecasts show that if sufficient investments are not made in making cities more resilient, the effects from climate change may result in 77 million urban residents being pushed into poverty.

Urbanization has potential to improve livelihood opportunities and economic development, but the planning for spatial, social, and economic inclusion of all urban residents is essential for equitable and sustainable growth and the creation of resilient cities.

A large part of the foreseen future urbanization is expected to happen through the expansion of secondary and smaller cities.

Secondary cities, especially in African counties, are expected to double or even triple their population over the next 15 to 25 years.

Along with the growth of these secondary cities a new economic order is emerging which can play a key role in supporting the development of sub-regional and sub-national economies.

However, the integration of these smaller cities in a wider national and international economic geography of cities is challenging.

Many smaller cities are struggling to manage rapid urbanization, attract investment and meet demands for jobs, housing, infrastructure, and basic urban services.

For large and smaller cities, the national and local governments play a key role strongly influencing the attractiveness and competitiveness of factors driving their development.

National governments can set the vision and provide resources, while the local authorities are key to ensure civic engagement and the provision of beneficial goods and services for the local community.

The connectivity between the different levels of public administration and the collaboration with the private sector and the civil society have the potential to strengthen the networks between smaller and larger cities and thus reinforce the foundations for national social and economic development.

Cities, as the home and workplace of the majority of the global population, are nodes of economic activity currently accounting for approximately 80% of GDP generated worldwide. As large users of resources and contributors to CO2 emissions, they are at the centre of the 2030 sustainable development agenda. The fact that 60% of the expected urban settlements in 2050 are not yet constructed, constitutes both a challenge and an opportunity.

Photo: pixabay.com

> **60% OF THE EXPECTED URBAN SETTLEMENTS IN 2050 ARE NOT YET CONSTRUCTED**

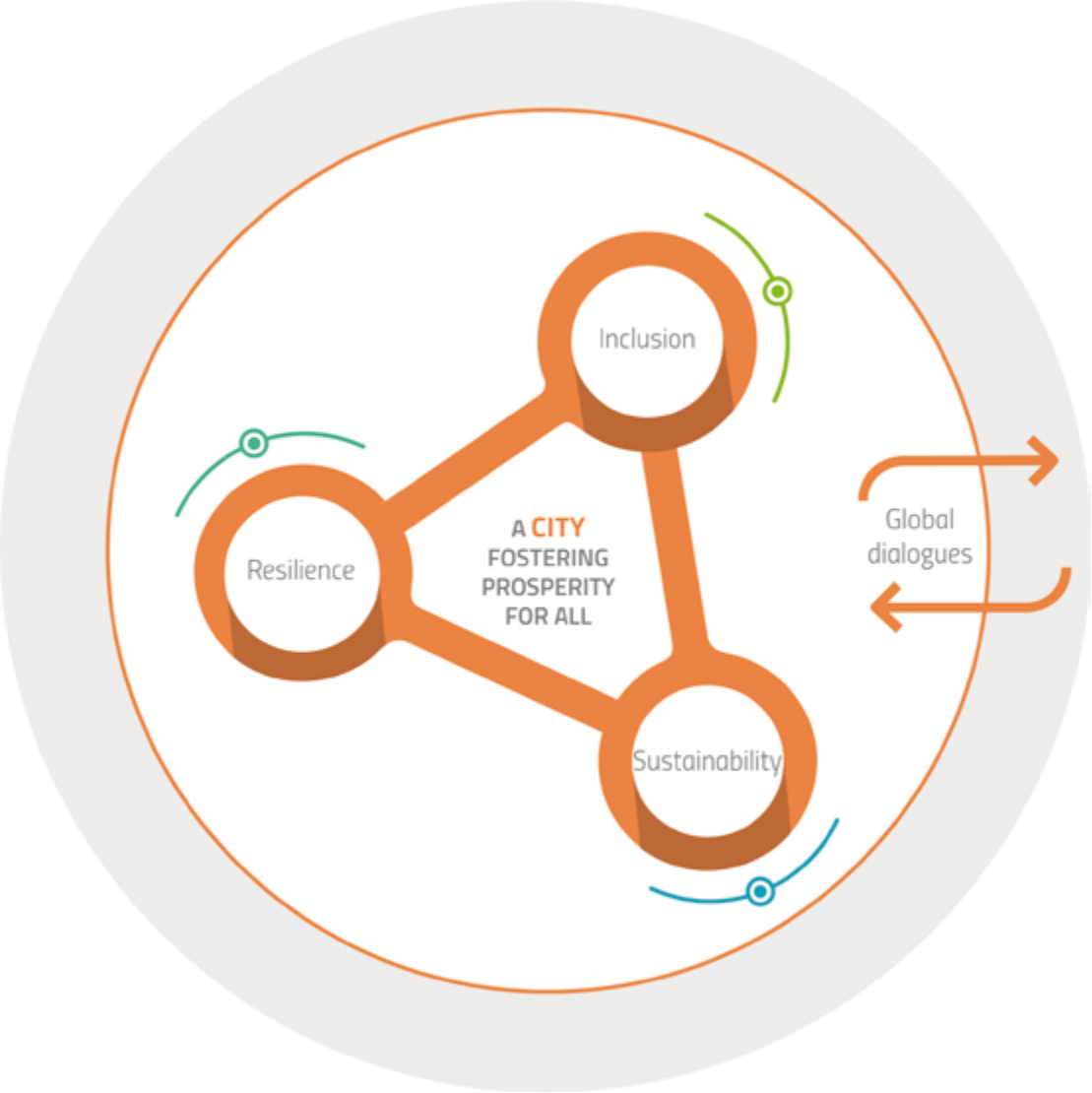
STRATEGIC FRAMEWORK

GlobalCAD has adopted an integral strategic management system to build a sustainable city that includes a series of complementary components.

To address cities' growing challenges, GlobalCAD supports local and national authorities as well as international organisations with tested approaches, participatory processes, guidelines, and tools in order to create inclusive sustainable strategies for urban development and economic growth.

GlobalCAD envisions a future of sustainable cities that fosters an equitable growth that leaves no one behind. These are cities that sustainably address local needs while maintaining connection to a wider global system of cities, economies and natural resources.

To create these modern cities, GlobalCAD has adopted a Strategic Framework that applies an integrated approach, encompassing the core pillars of **sustainability**, **resilience** and **inclusivity**.



In order to provide urban prosperity for all, urban leaders need to rethink the way urban areas are developed and managed, to:

Foster **urban sustainability**

To address global challenges related to climate change and resources, local solutions need to be achieved. Transitioning towards a sustainable city is not only crucial for the environment but also in making cities themselves and their surroundings healthier and liveable for their inhabitants.

Enhance **urban resilience**

Building a city's resilience requires the collection and analysis of context-specific data and information to create a long-term vision It implies engaging citizens, investing in innovation and knowledge generation, as well as sharing information and lessons learned to upgrade good practices.

Guarantee **urban inclusivity**

An inclusive city considers the needs of the entire urban population including the urban working poor and other marginalized groups. It envisions inclusivity in three dimensions: 1) spatial inclusion, with access to public goods and services; 2) social inclusion, assuring rights to representation and 3) participation in governance and economic inclusion, with creation of jobs and enforcement of policies that make economic growth beneficial for all.

Enable **global dialogues**

Global dialogues involve producing common knowledge, facilitating policy exchanges and supporting city-level diagnostics and policy recommendations emanating from the territories. By generating and sharing knowledge, local authorities can access valuable information that support them in making accurate decisions and in designing appropriate strategies.

SERVICES

GlobalCAD supports local and national governments and international organisations in transforming the way their cities are managed. GlobalCAD offers creative and result driven solutions to fixed objectives by providing different services. These services are:

URBAN DIAGNOSIS

URBAN ACTION PLAN

CROSSED SECTOR PARTNERSHIPS

INFORMATION MANAGEMENT

GLOBALCAD SERVICES

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Service 1

UNDERSTANDING THE CITY THROUGH URBAN DIAGNOSIS

Photo: Fanny Fourestier

WHAT DO WE OFFER?

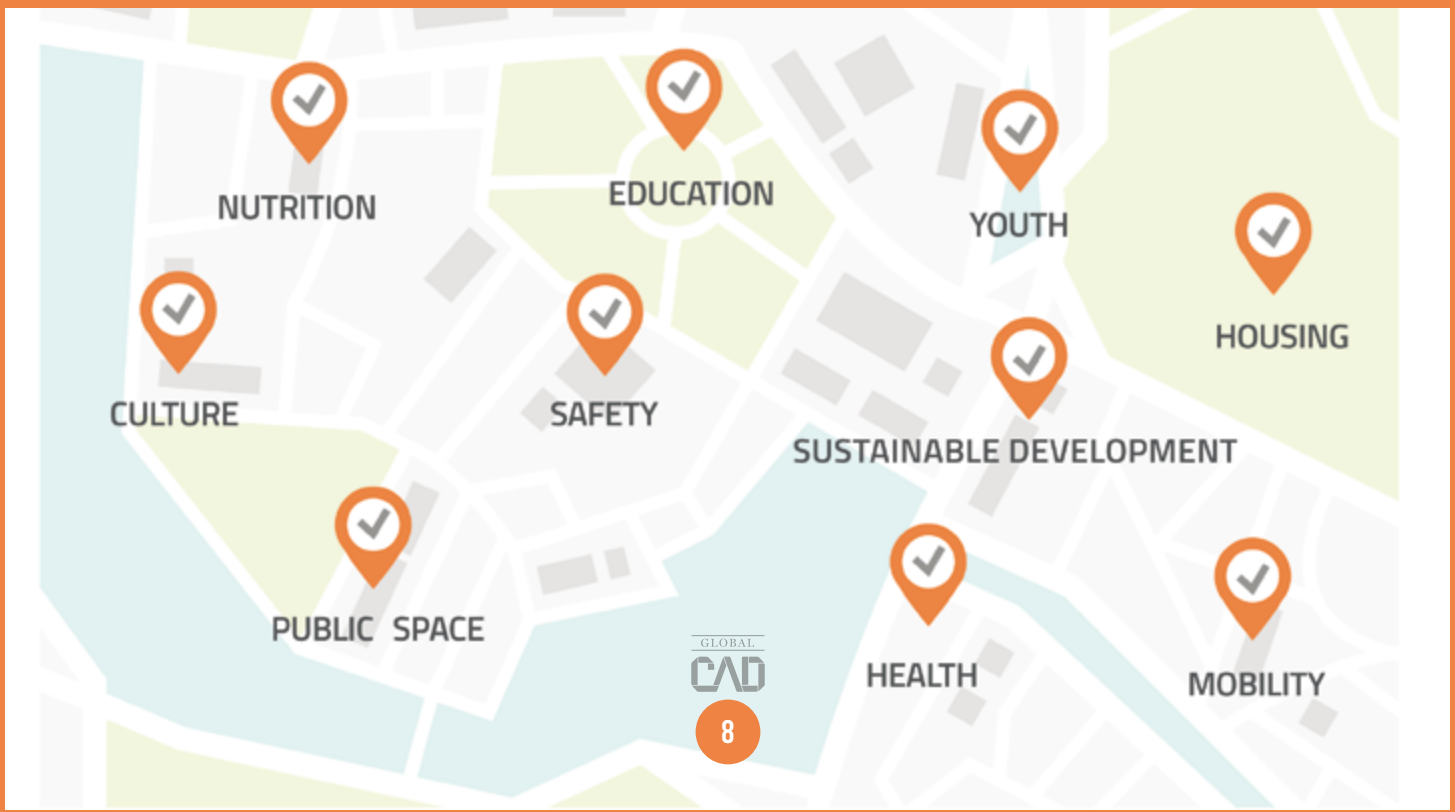
Having accurate, contextualized and inclusive information on the city is key to building a long-term vision and implementing appropriate strategies. Beyond the situational indicators, it also enables to calculate potential risks faced by the city and evaluation of the impact made by initiatives carried out at the local level.

Providing an urban diagnosis offers national and local authorities a snapshot of their city at a given point in time through the mapping of relevant variables analysed separately or through a transversal perspective.

WHAT SERVICES DO WE PROVIDE?

GlobalCAD collects relevant data through a series of complementary tools that always include participatory processes and a gender focus: desk research, literature reviews, semi-structured interviews, focus groups, workshops, as well as the design and analysis of quantitative and qualitative surveys.

GlobalCAD proposes to analyse the aforementioned key elements to establish a complete urban diagnosis. According to the client's needs, GlobalCAD can also focus in one element or in the combination of several:



Service 2

PROJECTING CITIES THROUGH A STRATEGIC ACTION PLAN

Photo: Towards the Human City

WHAT DO WE OFFER?

Once the diagnostic has been carried out, GlobalCAD supports local and national authorities in building an achievable long-term vision of the desired city that will enable then to carry out strategic planning and to implement a concrete action plan.

Goals, milestones, and specific actions will be completed by a series of recommendations and performance indicators proposed to measure results.

WHAT SERVICES DO WE PROVIDE?

THE DESIGN OF A VISION

In this phase, it is crucial to engage all actors and sectors involved in order to jointly achieve durable objectives. To do so, GlobalCAD first uses the data collected in the first phase to identify the relevant stakeholders (stakeholder mapping) and to enable, as a facilitator, the opening of a transparent dialogue between the different actors engaged in a collaborative and creative environment, through the organisation of a series of workshops and other group activities.

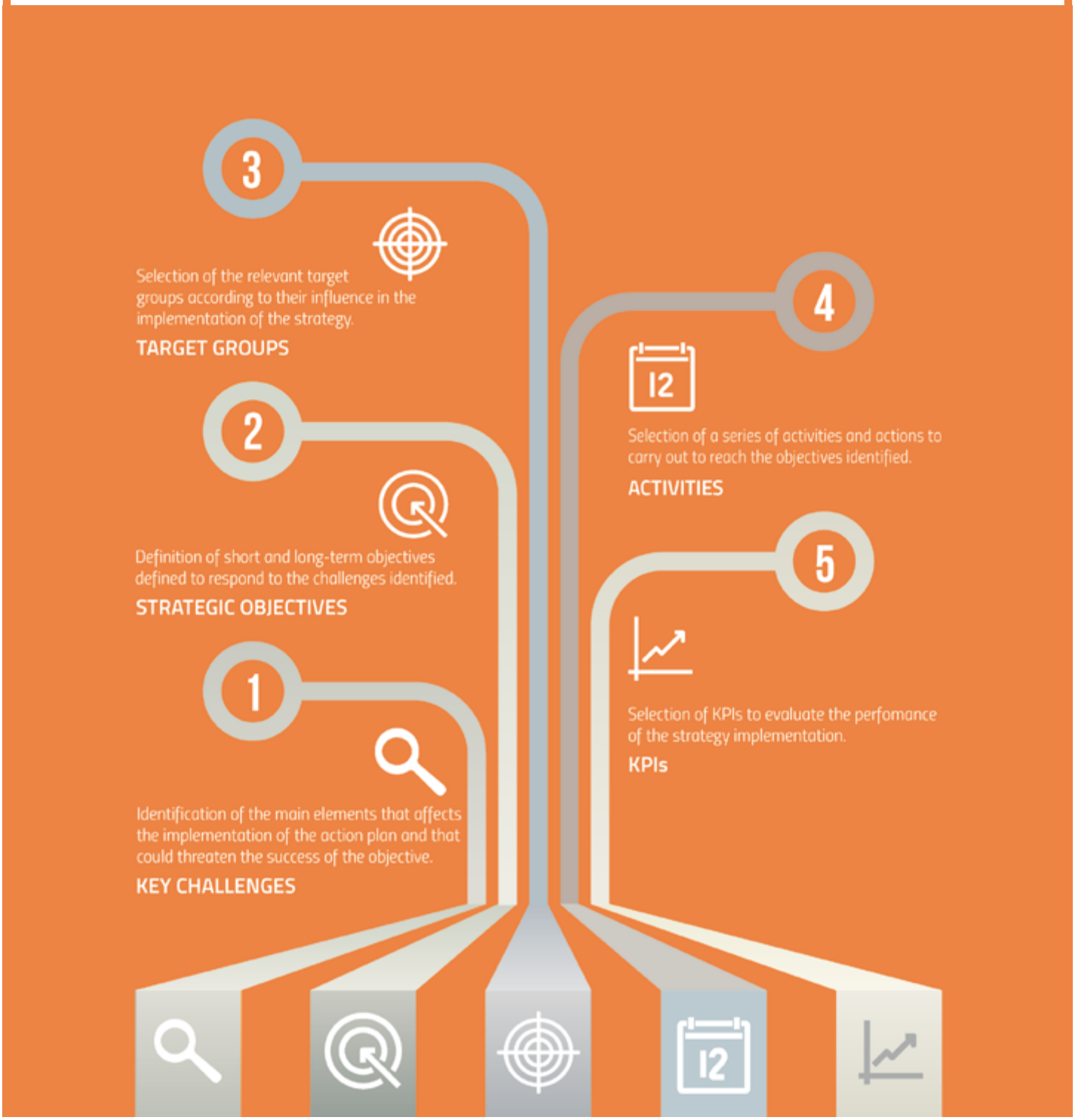
A common denominator will be identified during this exercise, which will serve as a basis for developing the joint work.

The vision can be defined as the set of general ideas that provide a frame of reference for what we want to achieve for a city, and the desired impacts made in the future. The vision should be:

- **Comprehensible** and shared by all the stakeholders involved.
- Relatively broad and **deal with the common interests** of everyone through the incorporation of a variety of local perspectives.
- **Inspiring** and allow members to identify themselves with their goals.
- Channeling a feeling of **unity and belonging**.
- **Easy to communicate**, so that people are able to understand the achievements being proposed.

THE ELABORATION OF A ROADMAP

GlobalCAD offers its services in implementing a vision through an integral and coordinated action plan that will include the following elements:



Service 3

ENABLING THE CITY ECOSYSTEM THROUGH PARTNERSHIPS

WHAT DO WE OFFER?

Cities that are active in promoting more human and sustainable development are increasingly conscious of the fact that collaboration is essential.

To overcome the most critical and difficult global challenges, it is necessary to engage all urban stakeholders including local authorities, international organizations, civil society organizations, local communities, private sector, academia, etc.

Unfortunately, it is rarely simple to integrate new sectors or population groups in the strategic management of cities. Partnering implies leaving behind individualism and requires high levels of leadership to take advantage of the city's potential.

Cross-sector partnerships promote the active involvement of all interest groups, and more specifically, those that are in the greatest situations of vulnerability.

They increase the impact and sustainability of actions thanks to a collective impact with great transformative potential and contribute to creating a results-oriented culture, knowledge generation, as well as sharing new ways of innovating and communicating.

Cross-sector partnerships are also a source of synergy, allowing results that could not be achieved individually.

GlobalCAD advises national and local governments through a comprehensive approach, combining partnering theories and tools with in-depth analysis and understanding of local specificities.

GlobalCAD supports those who truly want to engage different actors in the achievement of common goals that have a transformative impact on cities.

For more than ten years, GlobalCAD has backed the work of a wide range of organizations willing to partner in these three dimensions:

- **At the local level** within a city to coordinate action between local actors.
- **At the global, regional and national level** between cities to coordinate action and exchange information.
- **At the international, regional and national level** with external stakeholders to promote exchanges and coordination between all the actors that interact in some way or another with the city's activities, as well as with citizens in general.

WHAT SERVICES DO WE PROVIDE?

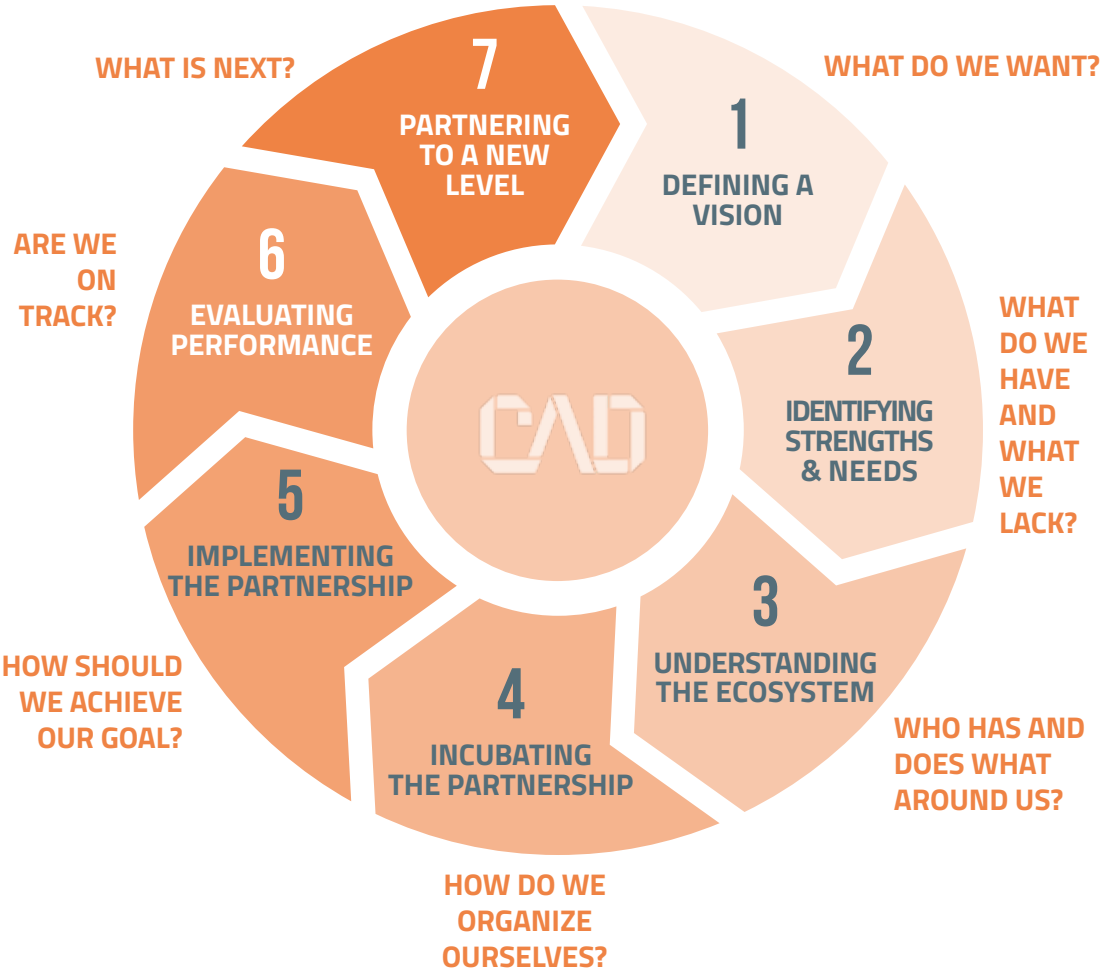
GlobalCAD has developed a series of specific tools and methodologies that provide answers and solutions to a broad range of situations faced by organisations when engaging in a partnership process.

Main services offered by GlobalCAD in the field of cross sector partnerships include:

- PARTNERSHIPS AND RESOURCE MOBILISATION STRATEGIES
- BROKERING SERVICES
- STAKEHOLDER'S ENGAGEMENT STRATEGIES
- CAPACITY BUILDING PROGRAMMES ON PARTNERSHIP DEVELOPMENT
- ONLINE TRAININGS

PARTNERSHIP STRATEGIC FRAMEWORK

In order to effectively manage the partnerships lifecycle, especially in the context of cities where many different types of actors are involved, GlobalCAD has developed a Partnership Strategic Framework, which is composed of 7 key building blocks that address in a systematic way the major milestones of the strategic partnership lifecycle.



> PARTNERSHIPS PROMOTE THE ACTIVE INVOLVEMENT OF ALL INTEREST GROUPS

Photo: Towards the Human City

Service 4

MANAGING THE CITY KNOWLEDGE

WHAT DO WE OFFER?

Innovative initiatives aiming to facilitate citizens' lives are flourishing in many cities. Those initiatives, to a large extent supported by disruptive technologies, intend to make the cities more human by optimizing the use of resources, information, and infrastructure. Cities are not isolated and many of them are dealing with similar threats and challenges and have the same interests in achieving development objectives.

GlobalCAD supports organisations in the building of common knowledge that can be used by cities dealing with similar challenges. As mentioned previously, it is crucial for them to be able to have access to an appropriate space that enables them to exchange ideas, receive feedback, and share transformative solutions that can be reformulated in different contexts.

WHAT SERVICES DO WE PROVIDE?

DEVELOPMENT OF KNOWLEDGE MATERIALS

In order to better inspire and engage local authorities, GlobalCAD has specialized in analysing, according to the client needs, the most appropriate and adapted communication formats that best respond to the audiences and contexts targeted.

GlobalCAD produces different types of online and offline knowledge materials such as:

- Factsheets
- Policy briefs
- Infographics
- Journalistic and blog articles
- Brochures
- Reports
- Research papers
- Case studies

Photo: pixabay.com

Photo: Patxi Uriz/ CAD Production

PRODUCTION OF AUDIOVISUAL PRODUCTS

Additionally, to complement the production of the traditional knowledge products previously described, GlobalCAD gains extra impetus and depth by being able to call upon CAD Productions, its production company specialized in videos that address sustainable human development challenges and showcase successful stories of communities and individuals achieving development goals. Audiovisual products have the great potential to document local initiatives transforming their cities and inspire global citizens to take action towards achieving more human cities.

GlobalCAD creates spaces for reflection, awareness raising and applied research in order to enhance an interactive and participatory debate with society. The company produces all types of audio-visual content adapted to its targets:

- **Short videos for social media channels**
- **Digital tools**
- **Web documentaries**
- **Knowledge capsule videos**
- **Documentaries and web documentaries**

KNOWLEDGE DISSEMINATION

Communication plays a fundamental role in awareness and knowledge transfer. To ensure the best dissemination of the knowledge generated and to maximize the impact of the actions and initiatives carried out, GlobalCAD's experience in the development sector considerably helps mobilizing coherent communication actions that foster social change.

GlobalCAD has designed integral communication and outreach strategies at both international and national levels that include the following components:

- Elaboration, diffusion, and promotion of knowledge products in appropriate communication channels
- Development of online communication strategies
- Communication with traditional media
- Participation and organisation of events
- Design, programming, and management of online knowledge platforms
- Facilitation of high-level dissemination trainings and workshops

PROJECTS

GLOBAL CAD

RELATED PROJECTS

1

Photo: Towards the Human City

Towards the Human City

TOWARDS THE HUMAN CITY (2014-2020)

Towards the Human City aims to identify, document, and communicate initiatives, programmes, and public policies that make significant improvements in the way we think about cities and how we manage them, in order to make them more human and inclusive. Such processes are being performed by analyzing progress and innovation through specific variables (mobility, public safety, health and social services and education).

UCLG

STRATEGIC ADVICE AND COMMUNICATION PLAN FOR DIALOGUE AMONG CITIES AND CIVIL SOCIETY (2019)

GlobalCAD has been asked for strategic advice to develop a policy framework with Major Groups to create a more enabling environment for the dialogue among civil society and cities. GlobalCAD consultants also developed a communication plan that aims to engage the global community in the road to the 6th UCLG World Congress and Local and Regional Governments Summit, celebrated in Durban, South Africa.

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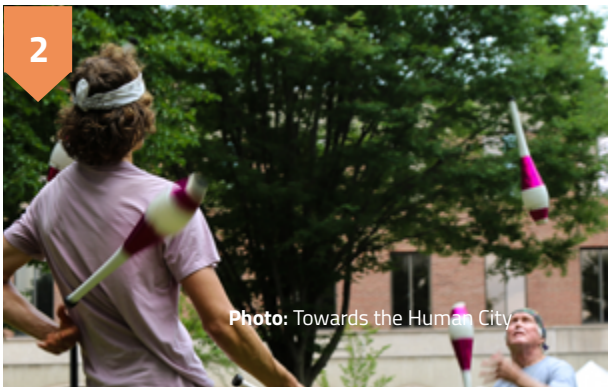

Photo: Towards the Human City

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Photo: Fan[illegible] Fourestier (CAD Productions)

UNOPS Cities Alliance

DOCUMENTATION SERVICES FOR THE JOINT WORK PROGRAMME EQUITABLE ECONOMIC GROWTH (2017-2019)

In accordance with the priorities set out in its Medium-Term Strategy and as part of the organization's commitment in strengthening its partnership approach, the Cities Alliance has established a member-led Joint Work Programme (JWP) focused on fostering equitable economic growth in cities. This consultancy delivered a series of documentation services and knowledge products for the JWP to foster a better understanding of the link between public goods and services including gender-responsive services and equitable economic growth in cities.

Barcelona Activa

PILOT SERVICE TO SUPPORT ENTREPRENEURS ON SOCIAL ECONOMY PROJECTS (2017)

The Pilot service to support entrepreneurs on social economy projects consisted of the design, implementation and evaluation of a new service for the Barcelona City Council to give support to the social initiatives of the city. The service was based on a front desk attention point and a team of experts to properly give support to the most successful projects through the Direct Strategic Support, an innovative methodology designed by GlobalCAD.

4

Photo: Fanny Fourestier

5

Photo: Towards the Human City

WORLD BANK GROUP

DEVELOPMENT OF A GREEN GROWTH PLAN FOR SURABAYA, INDONESIA: INCLUSIVE GREEN GROWTH FOR EAP CITIES (2015-2016)

The objective of this project was to provide technical assistance and build institutional capacity that would enable the city government of Surabaya to develop its sustainable urban energy and emission plan and a roadmap to meet their growing energy challenges. The Green Growth Plan elaborated comprised two parts: Green Growth Energy and Emissions Plan and Green Business Plan. Services provided included project management, stock taking review, development of Green Business Plan, policy analysis, institutional development and capacity building.

UNOPS Cities Alliance

PROMOTING THE URBAN AGENDA IN THE POST 2015/SDGS PROCESS TOWARDS HABITAT III (2015)

As part of this project, consultants were responsible for selecting and transforming common, key advocacy messages for Cities Alliance that are suited to achieve the vision of Cities Alliance members with regards to the New Urban Agenda and Habitat III. Moreover, GlobalCAD supported the development of a three-year action plan/road map to disseminate the selected key advocacy messages to targeted audiences and provided PR services.

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Photo: Pixabay

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